



Save the Children®



75 YEARS OF SAVE THE CHILDREN

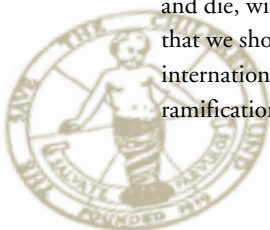
*Creating lasting, positive change in the
lives of children in need in the United States
and around the world*

75
YEARS OF SERVICE TO CHILDREN

Children Deserve a Better World



Eglantyne Jebb founded the Save the Children Fund in England in 1919 to aid children in war-ravaged central Europe. “We cannot leave defenseless children anywhere exposed to ruin – moral or physical,” she said. “We cannot run the risk that they should weep, starve, despair and die, with never a hand stretched out to help them. It is essential that we should put the world in order. We must develop a powerful international organization for child saving which would extend its ramifications to the remotest corners of the globe.”



75 Years of Service to Children



Save the Children USA marks its 75th year of service to children in 2007 – an achievement well worth celebrating.

The history of Save the Children is more than the story of an agency's growth from a small country health unit to one of the world's leading international relief and development organizations. It is the story of millions of people in thousands of communities around the world working together to attack the complex problems of poverty. It is the story of children given the chance to live full and healthy lives – a chance that they might not have had if it weren't for Save the Children.

Seventy-five years ago in 1932, a group of forward-thinking individuals were inspired by the vision of Eglantyne Jebb to establish Save the Children in the United States. Their immediate goal was to help the children and families struggling to survive during the Great Depression in the rugged mountains of Appalachia. At the heart of Save the Children's philosophy, then and now, have been the concepts of self-help and self-reliance – the belief that development is a process by which people take charge of their own lives.

Today, in more than 50 countries, including the United States, Save the Children USA is transforming children's lives by providing families and communities with the tools they need to break the cycle of poverty. While our programs are diverse, our mission is singular – *to create lasting, positive change in the lives of children in need in the United States and around the world.*

Save the Children sees its role as that of a catalyst in community evolution. We favor a multi-disciplinary approach, acknowledging that the problems we address – poverty, illiteracy, poor health – are complex and interrelated. Innovation and experience have been the keys to Save the Children's success.

In partnership with individuals, foundations, corporations, governments, national and international agencies, our programs focus on results and proven solutions. The proud history of Save the Children would be impossible without the enormous generosity of these many supporters. We look forward to your continued commitment as we work to ensure that the 21st century offers positive change and opportunity for children everywhere.

75 Years of Progress for Children

Save the Children is proud to have played a role in some unprecedented global successes for children in recent decades.

Today...

- Half as many children under age 5 die each year as compared to 1960.
- Immunization prevents 2 million child deaths a year.
- Most of the world is polio free.
- The number of children who can read and write has increased by nearly 50 percent.

But still, every day...

- Almost 30,000 children under age 5 die from preventable causes, such as diarrhea, malaria, pneumonia and malnutrition.
- 77 million children of primary-school age – the majority of them girls – are not attending school.
- More than 600 million children in the developing world live in families that must survive on less than \$1 a day.
- 1 in 6 children in the United States lives in poverty.

Plus, new challenges threaten advances made so far ...

- HIV and AIDS have already jeopardized the well-being of tens of millions of children in the developing world and could reverse decades of progress in economic and social development.
- Millions of children live in places where wars and natural disasters force them to witness and endure unspeakable horrors. If children survive, they often suffer physical and emotional trauma that can haunt them the rest of their lives.

1930s

Fighting Hunger and Illiteracy in Rural America



In the winter of 1932, a group of concerned business people gathered in New York City to respond to the needs of children in Appalachia hit hard by the Great Depression. Save the Children USA began with a hot lunch program for undernourished schoolchildren in Harlan County, Kentucky. The result was an almost immediate rise in attendance and academic achievement. The program became a model for the federal school lunch program.

In its first decade, Save the Children's programs expanded to Tennessee, North Carolina, Mississippi and Missouri with the distribution of food, clothing and school supplies and the promotion of self-help gardening and canning projects.

1940s

Protecting Children During World War II



Individual child sponsorship began in response to the plight of children caught in the crossfire of the second world war in Europe, prompting Save the Children to expand its programs overseas.

Save the Children's first annual "Bundle Days" campaign was organized in Knoxville, Tennessee, where volunteers refurbished and distributed donated clothing to needy children in the United States and war-affected Europe.

1950s

Contributing to Post-WWII Rebuilding



Many children born overseas in the wake of World War II, like these in France, lacked adequate shelter, nutrition, health care and schooling, problems that Save the Children addressed through its sponsorship programs.

By the time the United Nations adopted the *Declaration on the Rights of the Child* in 1959, Save the Children USA had expanded its education and farming programs to France, Holland, Italy, West Germany, Austria, Finland, Greece, Lebanon and South Korea.

1960s

Strengthening Child Development in Latin America and Africa



Save the Children's first field office in Latin America opened in Colombia in 1963 with programs emphasizing a community-based, child-focused development approach. This was followed by field office openings in Mexico, Honduras and the Dominican Republic.

Tanzania became the site of Save the Children's first Africa field office in 1969 (grant-funded projects had begun there in 1962). Today, roughly a third of our relief and development work is based on the African continent.

1970s

Pioneering Community Solutions to Children's Needs



Save the Children's community-based development program began in Upper Volta (now Burkina Faso), the same year international headquarters moved to its current location in Westport, Connecticut.

The first partnership with the U.S. government enabled Save the Children to expand its community-based integrated rural development approach around the world.

By the end of the decade, revenues had grown to more than \$12 million and our programs reached children in 400 communities on five continents.

1980s

Saving the Lives of Children Under 5



Save the Children was in the early vanguard of worldwide efforts to reduce maternal and child mortality with comprehensive child survival projects, like this one in Bangladesh. The "child survival revolution" was a cooperative effort to halt the deaths of the 40,000 children in the developing world who succumbed every day in the 1980s to preventable or treatable diseases. Today, this battle has not yet been won – 30,000 children under 5 still die needlessly every day.

Around the world, we also promoted women's participation in community-based development programs to combat poverty, malnutrition and illiteracy, as well as increased our emphasis on family planning and AIDS prevention.

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1990s

Protecting Children in Emergencies



With lessons learned in protecting children during previous armed conflicts, Save the Children took its expertise to Bosnia during the Balkan wars, providing an outlet for emotions and an oasis of normalcy for troubled young children.

Save the Children was the first international NGO allowed back on the ground in Vietnam after the fall of Saigon. We pioneered the “positive deviance” approach to fighting malnutrition and promoting healthy behaviors in poor communities in Vietnam and elsewhere.

By the end of the decade, total revenues were almost \$115 million.

2000s

Worldwide Solutions for Children



Despite changes in the nature of modern wars and other emergencies, Save the Children’s mission – to create lasting, positive change in the lives of children in need – remains the same, from war-torn Afghanistan to tsunami-stricken Indonesia to the United States coastal areas hit by Hurricane Katrina.

For the first time in the almost 90-year history of the movement, all 28 International Save the Children Alliance members joined together to call on national governments, donor countries and international agencies to do more to help children caught in war and conflict. The five-year *Rewrite the Future* initiative is working to help 40 million children in conflict-affected areas gain access to quality education.

Meanwhile, the annual *State of the World’s Mothers* report raised global awareness and commitment to do more to save the lives of mothers and children in the developing world. The 2006 report highlighted the cutting-edge *Saving Newborn Lives* initiative, which has inspired grants totaling \$110 million from the Bill & Melinda Gates Foundation.

By 2006, Save the Children’s revenues had grown to more than \$350 million as its programs continued to expand in the United States and in more than 50 countries worldwide.



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To learn more about our
programs to help children in
need around the world, go to:
www.savethechildren.org